

# 10 COMMITMENTS

1.

## PURPOSE DRIVEN

Enterprise software delivers value by answering specific business pains. It focuses rigorously on business problems, not just providing tools.

2.

## TRY IT FIRST

Teams need to quickly evaluate if a solution is right for them. Enterprise Software lets you try before you buy, and make the best decision based on the reality, not the promise, of the technology.

3.

## FAST TIME TO VALUE

Business users need to address problems quickly -- change is frenetic. Enterprise Software isn't about months-long evaluations, it's about delivering value immediately.

4.

## SENSIBLE PRICING

SKUs, always the SKUs. Enterprise Software shouldn't be about complex contracting, hidden capital costs, and opaque pricing models. Keep pricing simple.

5.

## BUILT FOR SCALE

Large and growing companies need tools for scale, security, authentication, and more. Enterprise Software gives rock-solid, cloud-based tools to IT -- built for scale, not just consumers.

6.

## BUSINESS ANYWHERE

Business is always moving. That means Enterprise Software is in the cloud, on your mobile device, on the road, in the boardroom, wherever.

7.

## INSIGHT DRIVEN

Today's business decisions are built on analytics. That means Enterprise Software must deliver insight that lets your team make better strategic choices.

8.

## SOCIALLY AWARE

Enterprises are built of teams and individuals. If groups can't collaborate, work stops. Enterprise Software doesn't just add a 'like' button, it gives tools and insights that make teams efficient.

9.

## EASY TO CUSTOMIZE

Everything is better when it's tailored to your needs. Enterprise Software lets teams customize to meet business needs without expensive development efforts.

10.

## CONNECTED TO THE ENTERPRISE

Your business is part of an interconnected ecosystem. Enterprise Software is the same. Through interfaces, it can readily connect to other tools for a more complete business picture.